

FOCUS

FOCUSING OUR VISION

A Development and Conservation Strategy for the San Francisco Bay Area

Four Bay Area regional agencies have joined forces in a Joint Policy Committee to encourage focused growth through a voluntary, incentive-based program, fittingly referred to as FOCUS. The program provides an opportunity for local governments and the regional agencies — Association of Bay Area Governments (ABAG), Bay Area Air Quality Management District (BAAQMD), San Francisco Bay Conservation and Development Commission (BCDC), and the Metropolitan Transportation Commission (MTC) — to work together to create complete, livable communities. These communities will, in turn, help achieve a more efficient, equitable and environmentally sustainable region.

Two key concepts are central to FOCUS: Priority Conservation Areas (PCAs) and Priority Development Areas (PDAs). Priority Conservation Areas are regionally significant open spaces for which there exists a broad consensus for long-term protection. They are near-term conservation opportunities in the Bay Area for purchase or conservation easement. Priority Development Areas, on the other hand, are infill development opportunities within existing communities. These communities welcome more residents; they are committed to creating more housing choices in locations easily accessible to transit, jobs, shopping and services.

PCAs and PDAs are inextricably linked. For the region's vibrant economy to prosper, and to conserve more open space, future housing demand must be accommodated within the Bay Area's developed districts. Otherwise, inevitable growth will continue to eat up farmland and natural habitats and will continue to spill out into the Central Valley and other surrounding regions. This will further strain the region's transportation system, make it more difficult to conserve energy and water resources, and thwart efforts to reduce the carbon emissions that contribute to climate change.

In response to a regional-agency invitation, over 50 local-government entities stepped forward and proposed well over 100 Priority Development Areas (shown on map inside and listed on the back page). Together, these areas comprise about 115,000 acres of urban and suburban land, less than 5 percent of the Bay Area's total land area. The proposed PDAs could accommodate half of the Bay Area's projected housing growth to the year 2035, mostly at relatively moderate densities.

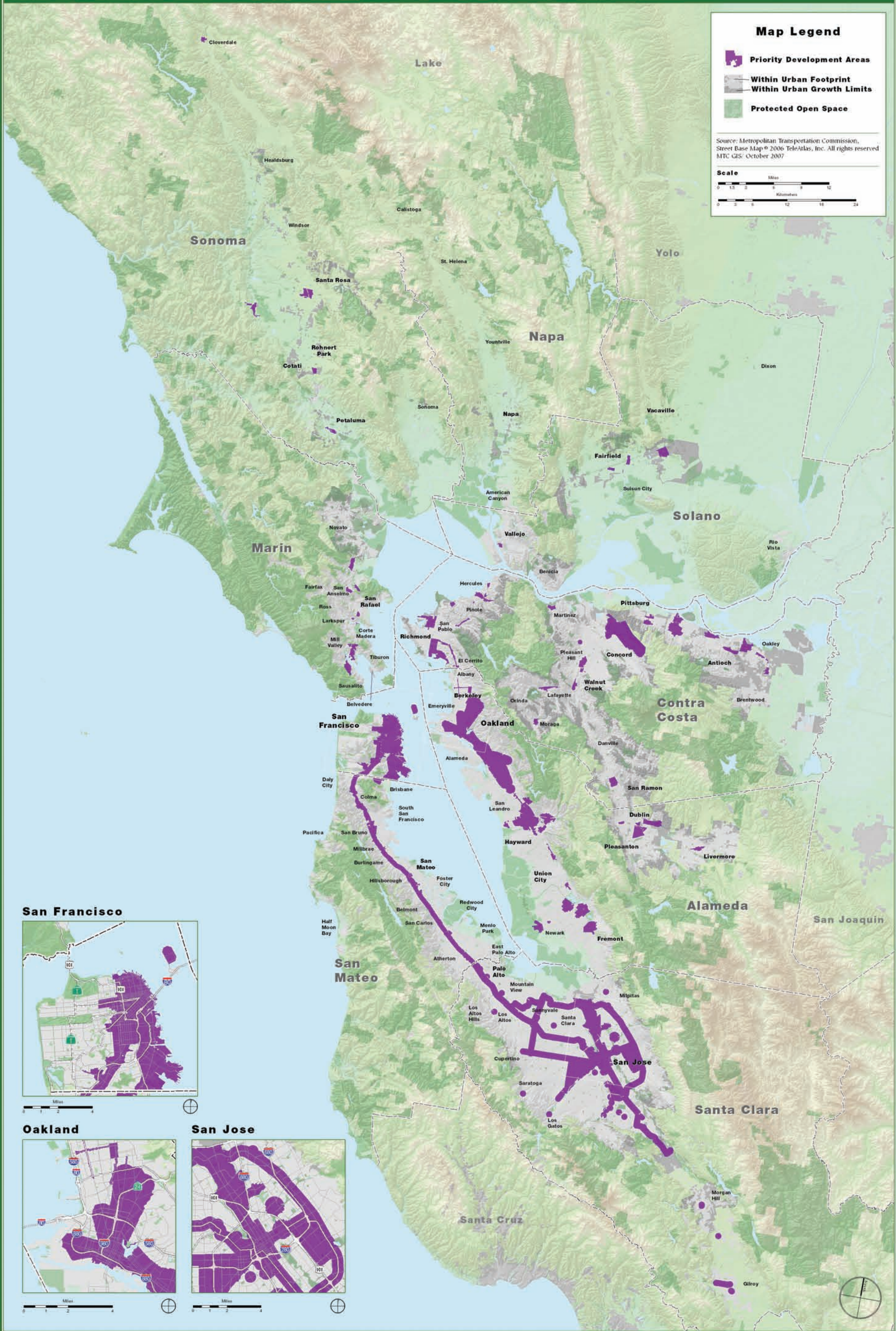
To achieve these housing objectives in a way that works for both new and existing residents and ensures complete, livable communities, PDAs will require help and resources. The regional agencies are working to develop a program of technical assistance, planning grants and capital funding for local governments undertaking PDA development. The regional transportation plan being developed now for adoption in 2009 is one opportunity to identify supportive funds. Other opportunities will be pursued in partnership with the State of California and a variety of funding sources. The Joint Policy Committee and ABAG Regional Planning Committee have reviewed the proposed PDAs and recommended that the ABAG Executive Board adopt the PDAs at the board's November meeting. The areas will soon be eligible to compete for financial incentives. Additional communities may apply for PDA status next year.

The PCA process is also moving forward at this time, with adoption scheduled for mid-winter 2008. The regional agencies are working with state agencies and other conservation funding entities

to provide funding for the protection of key natural and scenic lands and farmland in the Bay Area through purchase or conservation easements with willing landowners.



Focusing Our Vision: Proposed Priority Development Areas



Proposed Priority Development Areas by County

Alameda

Alameda County: Urban Unincorporated Area
Berkeley: Adeline Street
Berkeley: Downtown Berkeley
Berkeley: San Pablo Avenue
Berkeley: South Shattuck
Berkeley: Telegraph Avenue
Berkeley: University Avenue
Dublin: Dublin Transit Center
Dublin: Town Center
Dublin: West Dublin BART Station Area
Fremont: Centerville
Fremont: Central Business District
Fremont: Irvington District
Hayward: Downtown
Hayward: South Hayward BART Station Area
Hayward: The Cannery
Livermore: Downtown
Newark: Dumbarton Rail Station Area
Newark: Old Town
Oakland: Corridors and Station Areas
Pleasanton: Hacienda
San Leandro: Bay Fair BART Station Area
San Leandro: Downtown
San Leandro: East 14th Street
Union City: Intermodal Station District

Contra Costa

Antioch: Hillcrest eBART Station Area
Antioch: Rivertown Waterfront
Concord: Community Reuse Area
Contra Costa County: El Sobrante
Contra Costa County: Pittsburg/Bay Point BART Station Area
Contra Costa County: Pleasant Hill BART Station Area
El Cerrito: San Pablo Avenue
Hercules: Central Hercules
Hercules: Waterfront District
Lafayette: Downtown
Martinez: Downtown Martinez Intermodal Station Area
Moraga: Moraga Center
Oakley: Downtown Focus Area
Oakley: Employment Focus Area
Oakley: Potential Planning Area
Pittsburg: Downtown

Pittsburg: Railroad Avenue eBART Station Area
Pleasant Hill: Buskirk Avenue Corridor
Pleasant Hill: Diablo Valley College Area
Richmond (joint with Contra Costa County): North Richmond
Richmond: Central Richmond/Transit Village
Richmond: South Richmond
San Ramon: City Center
Walnut Creek: Walnut Creek BART Station Area
West Contra Costa Transportation Advisory Committee (WCCTAC): San Pablo Avenue Corridor
El Cerrito
Hercules
McDonald Avenue
Montalvin Manor
Pinole: Downtown
Richmond: San Pablo Avenue
Richmond: South of Montalvin Manor
Rodeo
San Pablo (including 23rd Street)

Marin

Marin County: Unincorporated 101 Corridor

San Francisco

Balboa Park/Market & Octavia
Bayview Hunters Point/Candlestick Area
Downtown Neighborhoods/Transit Infill
Eastern Neighborhoods
Executive Park/Schlage Lock/Visitation Valley Areas
Mission Bay
Port of San Francisco
Transbay Terminal Area
Treasure Island

San Mateo

City/County Association of Governments (C/CAG): El Camino Corridor
Belmont
Burlingame
Colma
Daly City
Menlo Park
Millbrae
Redwood City
San Bruno
San Carlos
San Mateo City
San Mateo County
South San Francisco
Daly City: Bayshore
Daly City: Mission Street Corridor
Menlo Park: El Camino Real Corridor and Downtown
Millbrae: Transit Station Area
Redwood City: Downtown
San Bruno: Transit Corridors
San Carlos: Railroad Area Corridor
San Mateo City: Downtown
San Mateo City: El Camino Real
San Mateo City: Rail Corridor

Santa Clara

Campbell: Central Redevelopment Area
Mountain View: Wishon Station Area
Palo Alto: California Avenue
San Jose: Central & North San Jose Communications Hill
Evergreen
Valley Transportation Authority: City Cores, Corridors & Station Areas

Solano

Fairfield: Downtown South, Jefferson Street/Union Avenue
Fairfield: Fairfield/Vacaville Train Station Area
Fairfield: North Texas Street Core
Fairfield: West Texas Street Gateway
Vallejo: Waterfront & Downtown

Sonoma

Cloverdale: Downtown/SMART Transit Area
Petaluma: Central, Turning Basin/Lower Reach
Rohnert Park: Sonoma Mountain Village
Santa Rosa: Downtown Station Area
Sebastopol: Nexus Area